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“CAROLINA PICK 3” SALES SOAR ON FIRST DAY OF NEW DRAWING!

RALEIGH- The North Carolina Education Lottery (NCEL) experiences a “banner day” after seeing sales for the first day of a new daytime “Carolina Pick 3” drawing. Sales for the “Carolina Pick 3” game on a dreary weather Monday were up 30 percent compared to the same day last week!

“It is without a doubt the best sales day we have had on Carolina Pick 3,” said Tom Shaheen, NCEL executive director. “We are extremely pleased that launching this new drawing went so well. Sales on the game were not only up 30 percent compared to last Monday, but they were up about a 15 percent over previous Monday sales records for the game.”

Shaheen added that traditionally around the country, lotteries see about a 5 to 9 percent increase in pick three game sales overall after introducing a midday draw. “We are off to a good start and should be on track to achieve what has occurred in other jurisdictions over the long run,” he said.

“Carolina Pick 3” is a 3-digit numbers game where the player chooses a 3-digit number between 000 and 999. The top prize is \$500 for all players who match all three numbers in exact order drawn. There are other prize levels depending on the amount played and type of play.

The new daytime “Carolina Pick 3” drawings will occur at 3:00 p.m. Monday through Saturday. The evening drawings will continue to take place at 11:22 p.m. seven days a week.

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100% of the North Carolina Education Lottery net proceeds are used for pre-kindergarten programs for at risk youth, reduction of class size in early grades, school construction and college scholarships for need-based individuals.

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